

**2001-02 ADULT EDUCATION PLAN**

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**Recommendation**

The staff recommends that the council approve the adult education plan for 2001-02, authorizing the allocation of the Adult Education and Literacy Trust Fund and continued implementation of the adult education agenda.

**Background**

The council approved an agenda for adult education in Kentucky, the 20-year statewide effort to improve and expand adult education, at its November 2000 meeting. The 2001-02 plan continues that agenda and focuses on workforce training, statewide technology, family literacy, and continued improvements in base funding efforts. The council's action will release \$9,362,000 of the \$12 million available in the Adult Education and Literacy Trust Fund for 2001-02. Plans for additional expenditures will be brought to the council at the July 2001 meeting.

The fund shall be allocated according to the chart.

<b>Plan Components</b>	<b>2001-02 Allocation Requested</b>
1. Public Communication Plan	Funded 2000-01
2. New Opportunity Grants	Funded 2000-01
3. Economic Development and Workforce Training Matching Program	\$ 1,500,000
4. Local Needs Assessment and Community Development	
5. Professional Development	To be presented at May or July meeting.
6. Statewide Information Technology and Distance Learning	\$ 522,000
7. Tuition Discounts and Employer Tax Credits	\$ 100,000
8. Statewide Competency-Based Certification for Workplace Skills	\$ 300,000
9. Base Funding, Performance, Rewards, Family Literacy, Audits, and Research and Evaluations	\$ 6,940,000
<b>Total Allocation Requested</b>	<b>\$ 9,362,000</b>

## **1. Public Communication Plan**

In January 2001, the council issued a request for proposal to develop and implement a public communication campaign to promote life-long learning in Kentucky. The council received 10 proposals that were reviewed by a panel of communication experts, educators, and council staff. After narrowing the field to four finalists who made presentations, the review panel selected the Louisville-based advertising firm Red7e, which submitted a joint proposal with its public relations partner Guthrie/Mayes. A contract between the council and Red7e awaits approval by the state government contract review committee.

Red7e and Guthrie/Mayes have excellent records serving government and education clients throughout the southeast. Notably, Red7e developed two successful campaigns for the Kentucky Cabinet for Health Services – the KCHIP (Kentucky Children’s Health Insurance Program) promotion and teen pregnancy prevention campaign. Other education clients include KET (for its *Workplace Essential Skills* program), Jefferson

County Public Schools, Christian Appalachian Project, Bellarmine University, and Indiana University Southeast.

Red7e and Guthrie/Mayes will make a presentation to the council at the May meeting. They will summarize their approach to the campaign and media and public relations strategies. Statewide inauguration of the campaign is scheduled in June.

One million dollars were allocated for this campaign in 2000-01 and no further funding is requested at this time.

## **2. New Opportunity Grants**

The council reviewed the New Opportunity Grants at its March 2001 meeting. Nine recipients were chosen from 62 applications. Funds supporting the grants were provided in 2000-01.

## **3. Economic Development and**

### **Workforce Training Matching Program**

**\$ 1,500,000**

The purpose of the Economic Development and Workforce Training Matching Program is to stimulate workforce partnerships with industry. The program is guided by the Workforce Alliance, a committee whose members are the Council on Postsecondary Education, the Department for Adult Education and Literacy, the Department for Technical Education, the Department for Training and Re-employment, the Cabinet for Workforce Development, the KCTCS, and the Economic Development Cabinet.

The Workforce Alliance facilitates the workforce education and training services provided by Kentucky's public agencies. The alliance provides a responsive service that avoids duplication and leverages resources to increase the number of adults and employers served. The alliance's responsibilities include distance learning in the workplace, skill standards, and assessment.

At its April 2001 meeting, the alliance approved an application process for Economic Development and Workforce Training Matching Fund grants. Successful proposals will meet the following criteria:

- Demonstrate collaboration between state and local agencies and Kentucky employers.
- Include review of local workforce needs and the resources required to meet them.
- Include an assessment plan to determine success.

During 1999-2000, the Department for Adult Education and Literacy's Division of Workforce Investment served 8,000 adult workers in 100 counties. With this collaborative matching fund program, we project that 24,000 adults will participate in workplace education during 2001-02.

#### **4. Local Needs Assessment and Community Development**

Funding is not requested for this component at this time.

#### **5. Professional Development**

For the goals of adult education to be met, adult education personnel need to be as well trained as possible. Statewide professional development standards need to be developed and implemented efficiently and effectively. A task force consisting of representatives of the council, the Department for Adult Education and Literacy, county providers, KCTCS, KET, the Kentucky Institute for Family Literacy, KYVU and KYVL staff, and Morehead State University has met over the past several months to recommend a new approach to professional development.

The task force has proposed a professional development system that will prepare 800 current full and part-time educators to serve a diverse population of 300,000 adult learners by 2010. More instructors may be necessary. This proposed system employs the resources of all segments of Kentucky postsecondary education, KET, and the Department for Adult Education and Literacy.

The plan will provide a credentialing system for adult education professionals. This will be done by the Kentucky Academy of Adult Education under the guidance of Morehead State University, involving faculty and programs from other state universities and KCTCS. Credentials will include an adult education certificate and endorsement, with online opportunities to earn associate, baccalaureate, and master's degrees. The academy also will provide a Professional Development Center to share adult education "best practices," demonstration sites, and practitioner research. The center will help county providers develop the skills and resources to meet their local needs. The academy will have an advisory board representing the participating organizations of the original task force.

The proposed plan includes creation of a resource database hosted by the Kentucky Virtual Library. This database will allow providers, instructors, assistant instructors, and students to find material about adult education.

Negotiations among the sponsoring institutions are near conclusion. A presentation to the council is expected to occur at the May meeting.

#### **6. Statewide Information Technology and Distance Learning** **\$ 522,000**

The Kentucky Virtual University and Kentucky Virtual Library have undertaken a number of adult education initiatives. Three initiatives are to be completed shortly:

- "Invest Destinations," a curriculum that provides Web-based basic skill instruction, is expected to be online by June 1, 2001.
- An adult education Web site will be developed by August 31, 2001.
- A resource database for adult education instructors will be online by August 31, 2001.

To further the development of these initiatives, \$522,000 will be allocated to the KYVU for the following purposes:

- Prepare resource database records for searchability.
- Provide adult education journals for instructors and learners.
- Provide access to tutorial assistance for writing, math, and sciences.
- Sell adult education on the KYVU network.
- Maintain digitized videos of Basic Math, Writing, Workplace Essential Skills, and GED Connections.
- Track learners who are using pre-GED curriculum.
- Update current Kentucky competency-based curriculum and provide Web access.

**7. Tuition Discounts and Employer Tax Credits** **\$ 100,000**

Senate Bill 1 requires that tuition discounts be provided to full-time employees who complete a high school equivalency diploma program within one year, and tax credits be given to businesses that assist their employees with this goal. The Cabinet for Workforce Development is submitting the regulations for the tuition discounts and employer tax credits to the Administrative Regulation Review Subcommittee for approval. An allocation of \$100,000 is requested for tuition discounts sought in 2001-02. Tuition discounts will be available starting July 1, 2001, to be applied toward the academic semester beginning in January 2002.

**8. Statewide Competency-Based Certification for Workplace Skills** **\$ 300,000**

Senate Bill 1 requires a statewide competency assessment of skills and competencies of adult learners. Two skills-assessment instruments are available. The Kentucky Manufacturing Skills Standards, which applies to the manufacturing sector exclusively, were developed by representatives of the Workforce Development Cabinet, the Economic Development Cabinet, and the Kentucky Department of Education, with the endorsement of 26 manufacturing companies and the Associated Industries of Kentucky. The KCTCS coordinates administration of the Manufacturing Skills Assessment in Kentucky.

The ACT WorkKeys assessment is a national workforce development system that compares the skills needed to perform a job with the skills an individual possesses in three categories:

- Applied mathematics
- Locating information
- Reading for information

The categories are scored according to the skills needed in occupations contained in ACT's WorkKeys database. The ACT job database contains over 6,000 job profiles.

**9. Base Funding, Performance, Rewards, \$ 6,940,000**  
**Family Literacy, Audits, Research/Evaluations and Publications**

A. Base Funding \$ 3.1 Million

Base funding will continue as outlined in the November 2000 plan with \$1.8 million. The addition of \$ 1.3 million into the base will further close the gap between better funded and less-well funded providers leading to more equity. Funding will be done by formula, focusing on counties with high numbers of citizens at low literacy levels.

B. Performance Measures

No funding is requested for this activity.

C. Program Performance

No funding is requested for this activity.

D. Rewards \$ 600,000

To qualify for a reward, adult education programs must meet or exceed annual enrollment goals and a percentage of the key indicators of performance. If enrollment goals are met, programs are eligible for a reward based on achieving a percentage of performance goals as illustrated below.

Percentage (%) of Key Indicators Achieved	Reward (% of Foundation Fund Level)
50% - 59%	5%
60% - 69%	6%
70% - 79%	7%
80% - 89%	8%
90% - 99%	9%
100%	10%

As of April 2001, 43,365 learners were enrolled in adult education programs. This represents 72 percent of the 2000-01 goal. With three months remaining in this program year, previous final quarter trends indicate that the goal will be achieved.

E. Family Literacy \$ 2,000,000

Effective family literacy initiatives focus on breaking the cycle of under-education and poverty, with the intent of moving families to self-sufficiency. Family literacy offers intensive services to both parents and children based on four components: child education; parenting; parent literacy; and parent with child education.

At its November 2000 meeting, the council approved a Vision for Adult Education. The vision states that a culture of learning is valued in the family and in the workplace; children are successful in school and advance through the system; the workforce is well trained, knowledgeable, and confident; and citizens are knowledgeable about their health

and well being. Family literacy focuses on helping families that are most difficult to serve achieve these goals.

Family literacy programs in Kentucky are funded in two ways. The Kentucky Department of Education administers federally funded “Even Start” programs. Even Start has \$2.1 million to support approximately 600 families in 20 programs. Even Start funding will increase by \$1 million in 2001-02, and is expected to serve an additional 300 families. Even Start was modeled on the Parent and Child Education Program created in Kentucky in 1985.

This year the Department for Adult Education and Literacy funds 48 programs with \$2 million in state funds. We expect that 1,100 families will participate in family literacy programs this year.

The goals for the family literacy expansion plan are to improve family literacy services across the Commonwealth, to improve the coordination between the Even Start and adult education family literacy programs, and to serve more families at a lower cost per family. The Kentucky Institute for Family Literacy advisory committee that includes the Cabinet for Families and Children, Kentucky Head Start, the Kentucky Department of Education, the Tapestry Foundation, and Verizon Communications reviewed these recommendations.

- Expand family literacy services to Kentucky counties that choose to participate.
- Increase participation in family literacy programs from 1000 families in 2000-01 to 5,000 families in 2003-04.
- Institute a funding formula by county based on the number of people at low levels of literacy with a minimum funding level of \$20,000.
- Set funding at \$1,000 per family.
- Show evidence of collaboration with Head Start, the local board of education preschool program, or other service providers for the child-education, parenting, and the parent-with-child components.
- Require family literacy programs to meet quality indicators and performance measures as a condition for funding.
- Track results of family literacy programs using a shared data collection system with Even Start programs based on a common set of performance indicators.
- Conduct professional development in partnership with the Kentucky Institute for Family Literacy.

#### F. Audits

\$ 240,000

The staff recommends that 20 percent of the adult education programs be audited each year. The amount is based on 24 audits at \$10,000 each.

G. Research and Evaluations

\$ 750,000

Kentucky's component of the national literacy survey will be developed in 2002 at a cost of \$350,000. In addition, \$200,000 is included to conduct the statewide evaluation of adult education initiatives such as family literacy and workplace education. Research initiatives are necessary to build upon previous studies that have guided our planning. The cost of this research is expected to be \$200,000.

H. Publications

\$ 250,000

Annual reports and other briefing materials are necessary to document our progress to the Governor, General Assembly, and other constituencies.